

# IAN FREEMAN

## IAN FREEMAN CELEBRATES NEARLY 20 YEARS OF MENTORING MINORITIES

### The Power of Minority Mentorship: The Story of A True Diversity Pioneer



BOCA RATON, FL – Ian Freeman celebrates helping more than 1,000 minorities grow their careers by providing insightful mentorship in order to stay on course and prosper in today's economic shifting landscape.

"It has been my own reward to provide so many with personal mentorship that helped them continue to grow in their careers," says Ian Freeman, founder of The Freeman Group.

Freeman, Manhattan born, has been a decades-long supporter of guiding and helping minorities. Over the last two decades Ian helped in countless ways by problem solving with a variety of groups. Currently he sits on the board working with the *African-American Field Advisory Committee* for Northwestern Mutual and provides one-on-one troubleshooting, suggestions on client development and attending events for Impromptu coaching.

In 2023 alone, at the time of the publication of this article, Freeman has already mentored more than 100 minority agents - of all different backgrounds, among them many African-American and Latino. Considering Freeman has been doing this for nearly 20 years, the total amount of minorities he has guided is easily into the thousands. Asked exactly how many people he has monitored, Ian really can't accurately say because he's been too busy doing the actual work, never worried about how it was tracked or measured statistically. The only measuring stick he worries about is a factor of one: affecting one person, one life at a time.

Part of Freeman's work is that of mentoring black and latino life insurance agents. Freeman not only teaches them the business, but he also shows them the power of embracing their culture in order to make them better agents. His mentoring extends beyond the business, financial and wealth aspects and expands into guiding the lives of the people he encounters. This includes teaching his minority mentees about time management and how to connect to their "why." Ian's many workshops with minority agents are designed to help them understand why their jobs are so important for their own, respective minority communities. Freeman also provides conceptual tools on how to guide a client through the process of understanding financial products in clear and relatable language

Additionally, Freeman mentored with the Melville Family Foundation. Freeman's main goal has been to guide people of all backgrounds towards building generational wealth. Randy Melville, Founder of the Melville Family Foundation, who has known Freeman for nearly 40 years says, "I don't make any major decisions without conferring with him."

Freeman has long preached the mentality of abundance versus that of scarcity. Of humble origins himself, Freeman learned how to go from scarcity to abundance. His Jewish grandmother lived in the Polish sewer systems in order to hide during WWI before escaping to America. His family's history has been an immense influence in why he teaches others, with similar humble backgrounds, to learn about generational wealth.

Today's open atmosphere of diversity, inclusion and representation, while still far from perfect, is still a major improvement from twenty years ago. We've come a long way since then. That was a much different era in America.

Despite that past atmosphere of exclusion, Ian Freeman bucked the trend and divisive social norms and took it upon himself to champion and mentor black and brown insurance agents. But why? Why get involved and champion minorities and diversity during a time when that was not the norm? His answer and mantra has always been, "because it's the right thing to do." Not only morally, but for business too. Minorities were being ignored as a business and financial market back then. Freeman recognized this enormous gap and set out on a one-man mission to serve these communities in ways that had never been done before. Freeman has been carrying out his mission, quietly, for nearly 20 years and counting. Because of his long-standing support and guidance, Freeman has earned the respect of these minorities and their communities.

It all began in 1987 as Freeman became a banker and investment banker before embarking on his insurance career. Starting with a \$5,000 loan from his uncle, heavy debt and major anxiety, Ian launched his insurance career. Since then he has enriched more than 4,300 lives by writing more than \$2 billion (and counting) in death benefits for individuals, families and businesses. His firm, The Freeman Group, is based in Boca Raton and he resides in Deerfield Beach, FL.

Freeman has decided to finally tell the story of how he's worked with minorities for decades in order to continue his life-long mission and to help as many people as possible. For Ian, it's never been about the money. It's always been about making a difference in people's lives - no matter the color of their skin, their heritage or nation of origin. And if this article helps just one more person understand wealth, the importance of life insurance and the power of their culture and heritage, "then I've done my job," says Freeman .

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**Media Contact:**

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